

The Benchmark Company, LLC
Form CRS - Customer Relationship Summary¹
September 2020

Introduction

The Benchmark Company, LLC (“Benchmark”, “we”, “us”, or “our”) is registered with the Securities and Exchange Commission (“SEC”) as a broker-dealer and is a member of the Financial Industry Regulatory Authority (“FINRA”) and the Securities Investor Protection Corporation (“SIPC”). Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

We provide services, directly or indirectly, to institutional investors, and to a limited number of “retail investors”.² On a limited basis, we may establish accounts for retail investors who are referred to us by our institutional customer base and for our employees. We monitor companies that are covered by our research analysts on a continuous basis and we may make recommendations regarding these companies to retail investors. We may also allow retail investors to participate in public or private equity offerings.

We do not provide investment advisory services; we do not exercise investment discretion or monitor your account(s). You are responsible for making your own investment decisions.

We do not typically offer securities that are issued, managed, or sponsored by Benchmark. Our products and services are primarily intended for large institutional investors. Certain securities we offer may have additional requirements that are detailed in applicable offering documents.

For more information about our products and services, please visit benchmarkcompany.com.

Questions to ask:

Given my financial situation, should I choose a brokerage service? Why or why not?

How will you choose investments to recommend to me?

What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?

What fees will I pay?

The principal fees and costs you will pay for our services will be transaction-based charges that you will pay when you execute securities trades through us. These include commissions, commission equivalents, markups, mark-downs, spreads, and sales and other charges, and are generally based on the total value of securities traded. The more securities you buy or sell, the higher the price, the more fees you will pay.

If you choose, you may also pay for our research services by directing another broker dealer to pay us a portion of the commissions they charge you for securities trades. Our fee arrangements with you can also be found in a separate contract between you and us, including, for example, if you have retained us to sell on the secondary market an interest you own in a private fund. Some securities, such as interests in private funds, charge separate fees and other expenses that can be found in their prospectuses or other offering documents, or in the documents governing the terms of the investment.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

¹ This disclosure is provided to comply with the SEC’s Form CRS disclosure requirements. It does not create or modify any agreement, relationship, or obligation between you and The Benchmark Company LLC (or your financial professional). Please consult your The Benchmark Company, LLC agreements for all terms and conditions controlling your account and relationship with us.

² While you may be an “institutional account” for some purposes, you are receiving this Form CRS because you are or may be a “retail investor”, which is a natural person or their legal representative using our services primarily for personal, family, or household purposes.

Questions to ask:

Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

What are your legal obligations to me when providing recommendations? How else does your firm make money and what conflicts of interest do you have?

The way we make money may create some conflicts with your interests, but we will always act in your best interest and not place our interests ahead of yours. When we provide any service to you, we must treat you fairly and comply with several specific obligations. As a research, sales & trading, and investment banking firm, we generate revenue from investment banking services which may create a conflict of interest. We will only recommend a retail investor participate in an equity offering if it is suitable and in the retail investor's best interest. Our research analysts often publish research reports for the companies with whom we have, or would like to have, an investment banking relationship. While we have procedures in place to mitigate the extent to which potential investment banking business may be influenced by our research coverage and the investment recommendations we make related to those companies, conflicts of interest, which are inherent in this industry, do exist. You should understand and ask us about these conflicts because they can affect the services we provide you.

Questions to ask:

How might your conflicts of interest affect me, and how will you address them?

How do your financial professionals make money?

Our financial professionals are paid using a combination of commissions, salary and/or bonus. Bonuses are based on market conditions, our overall financial performance, individual performance (based in part on the fees you pay) and other factors.

Do you or your financial professionals have legal or disciplinary history?

Yes. Please visit Investor.gov/CRS for a free and simple search tool to research The Benchmark Company, LLC and our financial professionals.

Questions to ask:

As a financial professional, do you have any disciplinary history? For what type of conduct?

For additional information about our services, please visit our website at benchmarkcompany.com. If you would like additional, up-to-date information or a copy of this disclosure, please call 212-312-6700.

Questions to ask:

Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer?
Who can I talk to if I have concerns about how this person is treating me?